

Receptivity

1. Think back to the cigarette advertisements you have recently seen on billboards or in magazines. What brand of cigarettes was advertised the most?

BENSON & HEDGES	1
CAMEL	2
CARLTON	3
GENERIC	4
KENT	5
KOOL	6
MARLBORO	7
MERIT	8
MORE	9
NEWPORT	10
PALL MALL	11
SALEM	12
VANTAGE	13
VIRGINIA SLIMS	14
WINSTON	15
OTHER	91
(SPECIFY)	
REFUSED	-7
DON'T KNOW	-8
NONE	0

2. What other brands of cigarettes have you seen advertised? [PROBE, ANY OTHER ADVERTISEMENTS]

BENSON & HEDGES	1
CAMEL	2
CARLTON	3
GENERIC	4
KENT	5
KOOL	6
MARLBORO	7
MERIT	8
MORE	9
NEWPORT	10
PALL MALL	11
SALEM	12
VANTAGE	13
VIRGINIA SLIMS	14
WINSTON	15
OTHER	91
(SPECIFY)	
REFUSED	-7
DON'T KNOW	-8
NONE	0

3. What is the name of the cigarette brand of your favorite cigarette advertisement?

[PROBE: IF THE RESPONDENT DOESN'T HAVE A FAVORITE ADVERTISEMENT, ASK "OF ALL THE CIGARETTE ADVERTISEMENTS YOU HAVE SEEN, WHICH DO YOU THINK ATTRACTS YOUR ATTENTION THE MOST?"]

BENSON & HEDGES	1
CAMEL	2
CARLTON	3
GENERIC	4
KENT	5
KOOL	6
MARLBORO	7
MERIT	8
MORE	9
NEWPORT	10
PALL MALL	11
SALEM	12
VANTAGE	13
VIRGINIA SLIMS	14
WINSTON	15
OTHER	91
(SPECIFY)	
REFUSED	-7
DON'T KNOW	-8
NONE/OBJECT TO ALL	0

4. Some tobacco companies offer promotional items, such as clothing and bags, which have the company brand name or logo on them and which the public can buy or receive for free. In the past 12 months have you . . .

	YES	NO	R	DK
a. Exchanged coupons for an item with a tobacco brand name or logo on it?	1	2	-7	-8
b. Received as a gift or for free, any item with a tobacco brand name or logo on it?	1	2	-7	-8
c. Purchased any item with a tobacco brand name or logo on it?	1	2	-7	-8

5. Do you think you would ever use a tobacco industry promotional item such as a tee shirt?

YES	1
NO	2
REFUSED	-7
DON'T KNOW	-8